

**An Analysis of Women Entrepreneurs Data: A Case Study of Latur District**

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**Abstract:**

From last few years the India has reached to some new growth of records in the involvement and active participation of Women Entrepreneurs in their respective enterprises/businesses. That's because, the government of India has taken a great initiative towards to promote and motivate the Women Entrepreneurs through providing a varieties of schemes such as startup, skill development, Ajeevika, Pradhan Mantri Kaushal Vikas Yojana, Mudra, Stand up India, Coir Udyami Yojana and etc. Women are getting equal opportunities to show their best and become successful Entrepreneurs in India. Here in this paper we have made an attempt to collect, clean, process and analyze the Latur district data to review the results which show the actual growths and down falls of women entrepreneurship in Latur district.

**Keywords:** Women Entrepreneurs, Temporal industrial data, Men Vs Women Entrepreneurs, MSME Schemes.

**1. Introduction**

**1.1 About Study Site:**

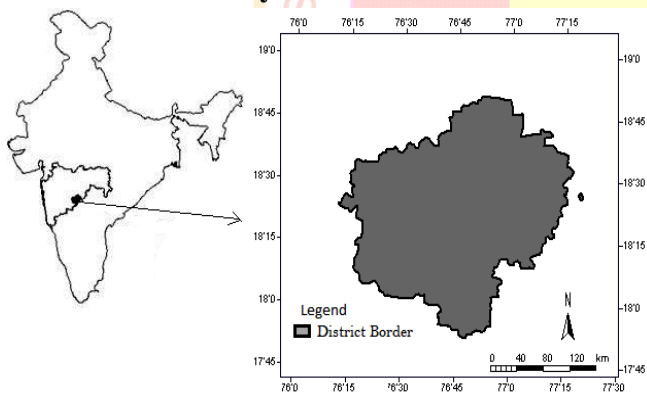


Figure 1. Location of Latur district in Maharashtra state of India.

Latur is located at 18° 24' N to 18.4° N and 76° 35' E to 76.58° E and is situated at 636 meters above mean sea level. The district is situated on Maharashtra-Karnataka boundary. On the eastern side of the Latur is Bidar district of Karnataka, whereas Nanded is on the Northeast, Parbhani district on the northern side, Beed on the Northwest and Osmanabad on the western and southern side as shown in Figure 1. The entire Latur district has 415 meters to 700 meters of elevation, and it has an average elevation of 551.15 meters (1808.23 feet). The

district is divided into three sub-divisions and 10 talukas (sub-districts). The number of villages in Latur district according to the 2011 census, is 943.

The central and western parts of the district are covered by the Balaghat mountain ranges. The central part of the district lies in the Manjra River basin, while the southern area is in the Terna River basin. The northern part of the district is low lying and flat. The main river is Manjara, and Rivers Terna, Tavraja and Dharani are its tributaries. The Manyad and Lendi Rivers flow through the district's northern area. Dams have been constructed on Manjara, Terna, Dharani, Tiru, Tavraja, and Manyad Rivers. Kanhar soil, a type of very fertile soil is found in the river basins in this district. In some areas, the soil is light and semi fertile whereas other areas have coarse soil. The weather is dry and hot, climate is moderate with medium rainfall. [2]

**1.2 Women Entrepreneurship in India:**

The sixth economic census released by MoSPI (Ministry of Statistic and Programme Implementation), women constitute 13.76% of the total entrepreneurship in India. Although there is a long way to go yet the growing statistics favoring women strength in the

business world is boosting the morale of Indian women. A movement needs strong role models and stories to be told. We even have global women leaders who are from India, be it Indira Nooyi, Ziya Modi, or Kiran Mazumdar-Shaw. Last decade we saw the banking sector dominated by women at the top. Women are in the news every day, ruling all segments of industry and all facets of life. This makes a positive impact on self-belief, confidence, and aspiration of other women. The Venture Capital are also further supporting the gender diversity amongst entrepreneurs, we even have seen a rise of women angels and investors. And at the right time, we are able to build a strong support platform for women, buy-in from policymakers and more importantly mentorship and support from the ones who are already successful. A 2015 study by McKinsey has shown that with equal participation of women in the economy, India's GDP can rise by 16-60% by 2025, which means an addition of \$2.9 trillion to the Indian economy. [1]

### 1.3 Women Entrepreneurs in Latur District:

The Latur district also has reached the growth of 14.23% Women Entrepreneurs. Latur is one of the leading district in India as par as education and entrepreneurship is concern. Latur dist. is categorized as D+ zone and eligible up to 50% and 30% subsidy against the total fixed capital investment, done by the Micro/Small & Medium/Large Scale units respectively. Besides this, other incentives like Stamp duty/Electricity duty exemption, Royalty refund, Interest subsidy for Textiles. Special incentives for quality upgradation are also admissible. Scheme is effective from 1.4.2007 to 31.3.2011. [2]

## 2. Methodology

The primary data for this study is collected from the District Industries Centre Latur district, and few customized data is collected by doing a physical survey using a standard questionnaire. To study and analyze the Women Entrepreneurs data of Latur district, we

have prepared some set of step by step processes and they are as follows:

- i) Study the current status and challenges of Women Entrepreneurs of Latur district.
- ii) Collect the primary (registered and authentic) data from District Industries Centre, Latur.
- iii) Do a physical survey for getting the customized data by preparing a standard questionnaire.
- iv) Organize the data set by doing cleaning, sorting, and process for analysis.
- v) Analyze the data as per the objectives of this paper using some standard statistical analytical tools.
- vi) Prepare a set of results which can be used to conclude the study and analysis of Women Entrepreneurs of Latur district.

## 3. Results of the study

The results of the study of Women Entrepreneurs of Latur district is undertaken and based on the data from 2007-08 to 2015-16 which is collected from district industries centre, Latur.

Most of the Women Entrepreneurs started their businesses in some common fields/areas like, readymade garments, tailoring, printed material processing, and stone metal and remaining are doing the market related required businesses such as food products, beauty parlor, agro products, cement products, bricks, chili powder, PVC pipe, plastic processing, spices products, steel works and mineral water units. Few women found that they are doing their family businesses and few shared that it's their traditional business like, tailoring, hair salons, edible oil processing etc.

### 3.1 Men verses Women Entrepreneurs

When we started to process the data in our system for analysis purpose, we first decided to do some comparative analysis between men and women entrepreneurs. That is how many women are active or involved in their entrepreneurship than men. After processing this

data we found the following result which is shown in the below Figure 2.

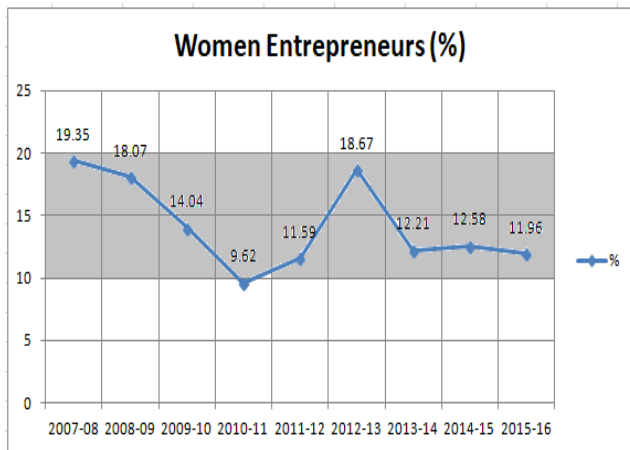


Figure 2. Percent Women Entrepreneurs.

The above Figure 2 describes that the women are found active between 10% to 20% values only, which are lies under the gray background as shown in Figure 2. The average involvement of the total women entrepreneurs for Latur district is 14.23%, which is little bit higher than the total India's average i.e 13.76%. Most of the registrations for Women Entrepreneurship are found in the years 2007-08, 2008-09 and 2012-13. In the remaining years the percent involvement is below 15 only. The number of women entrepreneurs who are started their businesses are shown year wise in the Figure 3.

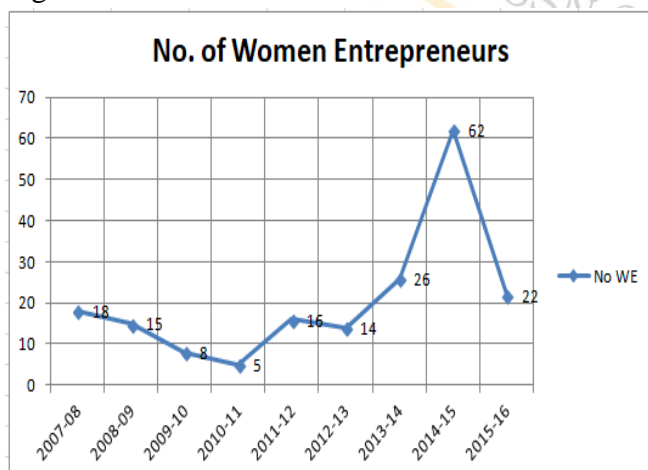


Figure 3. Year wise number of Women Entrepreneurs.

With respect to the results displayed in the Figure 3, the involvements of Women Entrepreneurs are found very low in the starting

years i.e from 2007-08 to 2013-14. In the year 2014-15 the value is raised to 62 with higher growth. But again in the year 2015-16, the graph is fall down with the value 22 women entrepreneurs.

### 3.2 Annual Transactions

In this world every women entrepreneur start their respective businesses with some objectives, goals and dreams and have much more annual transaction. Every entrepreneur want to earn the money as more as they can, and develop & spread their businesses as more as they will.

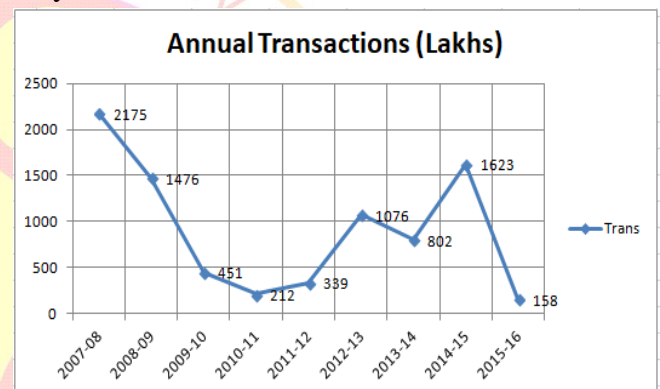


Figure 4. Annual Transactions of Women Entrepreneurs.

With respect to the annual transactions of overall women entrepreneurs in Latur district, we found some expected results in the initial year's only i.e 2007-08 and 2008-09. But when we have a look on the data from 2007-08 to 2015-16 of Latur district, it tells some another story. The annual transaction results of year 2009-10, 2010-11, 2011-12 and 2015-16 are very low as compared with in starting years. Further we started to search the reasons behind why high in number of entrepreneurs are having low in annual transactions? The cause we found in the physical survey that, most of the enterprises are not active or seasonal and few of them are closed. The reason is that, the entrepreneurs are getting loans from the government with lots of subsidies to start their businesses. Building few formal/nominal required infrastructures for inspection purpose and closing the businesses by showing it is



running in loss. Again so many unexpected answers are received from the different entrepreneurs that they are not interested to resettle their businesses at their own.

#### 4. Acknowledgement:

We are very much grateful to the District Industries Centre of Latur district for providing the data and required information for this study. And we are also thankful to all the women entrepreneurs of Latur district for providing their information and a customized data by filling our questionnaire.

#### 5. Conclusion

This paper deals with data of women entrepreneurs of Latur district, which is get analyzed and found few unexpected results. The involvement of women entrepreneurship is between 10 to 20 percent only i.e 14.23% in this case. More and more women have to come out from their boundaries and needs to be a part of this Indian entrepreneurship to resolve their personal issues and take our nation towards a new height.

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